

## CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<b>Contract / Revision</b> 582762 /		<b>Alt Order #</b> 09838789
<b>Product</b> American Crossroads		
<b>Contract Dates</b> 10/30/12 - 11/05/12		<b>Estimate #</b> 1142
<b>Advertiser</b> American Crossroads		<b>Original Date / Revision</b> 10/12/12 / 10/30/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WITI	<b>Account Executive</b> Trevor Heaton	<b>Sales Office</b> Washington DC
<b>Special Handling</b> Do Not Mail		
<b>Demographic</b> Adults 35+		
		<b>Total Ratings</b> 225.20
<b>IDB#</b> 8433	<b>Advertiser Code</b> 11	<b>Product Code</b> 27
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/30/12	10/30/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$725.00	1.90			
N 2	6	10/31/12	10/31/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$725.00	1.90			
N 3	6	11/01/12	11/01/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$725.00	1.90			
N 4	6	11/02/12	11/02/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$725.00	1.90			
N 5	6	11/05/12	11/05/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$725.00	1.90			
N 6	6	10/30/12	10/30/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$865.00	2.30			
N 7	6	10/31/12	10/31/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$865.00	2.30			
N 8	6	11/01/12	11/01/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$865.00	2.30			
N 9	6	11/02/12	11/02/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$865.00	2.30			
N 10	6	11/05/12	11/05/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$865.00	2.30			
N 11	6	10/30/12	10/30/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$500.00	0.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
582762 /	09838789

Contract Dates	Product	Estimate #
10/30/12 - 11/05/12	American Crossroads	1142

Advertiser	Original Date / Revision
American Crossroads	10/12/12 / 10/30/12

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25</td><td>6</td><td>11/05/12</td><td>11/05/12</td><td>M-F 1130a-12p FOX 6</td><td>1130a-12p</td><td></td><td>:30</td><td></td><td></td><td></td><td>NM</td><td>1</td><td>\$485.00</td></tr><tr><td colspan="14"><table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 11/05/12</td><td>11/11/12</td><td>M-----</td><td>1</td><td>\$485.00</td><td>2.70</td></tr></table></td></tr><tr><td>N 26</td><td>6</td><td>10/30/12</td><td>10/30/12</td><td>M-F 3p-330p</td><td>3p-330p</td><td></td><td>:30</td><td></td><td></td><td></td><td>NM</td><td>1</td><td>\$200.00</td></tr><tr><td colspan="14"><table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/29/12</td><td>11/04/12</td><td>-T-----</td><td>1</td><td>\$200.00</td><td>1.40</td></tr></table></td></tr><tr><td>N 27</td><td>6</td><td>10/31/12</td><td>10/31/12</td><td>M-F 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(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

Contract / Revision	Alt Order #
582762 /	09838789

Contract Dates	Product	Estimate #
10/30/12 - 11/05/12	American Crossroads	1142

Advertiser	Original Date / Revision
American Crossroads	10/12/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount																												
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		10/29/12	11/04/12	---T---				1	\$1,100.00	2.60																															
N 34	6	11/02/12	11/02/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,100.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>----F--</td><td></td><td></td><td></td><td>1</td><td>\$1,100.00</td><td>2.60</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		10/29/12	11/04/12	----F--				1	\$1,100.00	2.60			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		10/29/12	11/04/12	----F--				1	\$1,100.00	2.60																															
N 35	6	11/05/12	11/05/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,100.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>11/05/12</td><td>11/11/12</td><td>M-----</td><td></td><td></td><td></td><td>1</td><td>\$1,100.00</td><td>2.60</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		11/05/12	11/11/12	M-----				1	\$1,100.00	2.60			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		11/05/12	11/11/12	M-----				1	\$1,100.00	2.60																															
N 36	6	10/30/12	10/30/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>-T-----</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		10/29/12	11/04/12	-T-----				1	\$1,000.00	2.70			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		10/29/12	11/04/12	-T-----				1	\$1,000.00	2.70																															
N 37	6	10/31/12	10/31/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>--W----</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		10/29/12	11/04/12	--W----				1	\$1,000.00	2.70			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		10/29/12	11/04/12	--W----				1	\$1,000.00	2.70																															
N 38	6	11/01/12	11/01/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>---T---</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		10/29/12	11/04/12	---T---				1	\$1,000.00	2.70			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		10/29/12	11/04/12	---T---				1	\$1,000.00	2.70																															
N 39	6	11/02/12	11/02/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>----F--</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		10/29/12	11/04/12	----F--				1	\$1,000.00	2.70			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		10/29/12	11/04/12	----F--				1	\$1,000.00	2.70																															
N 40	6	11/05/12	11/05/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>11/05/12</td><td>11/11/12</td><td>M-----</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		11/05/12	11/11/12	M-----				1	\$1,000.00	2.70			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		11/05/12	11/11/12	M-----				1	\$1,000.00	2.70																															
N 41	6	10/30/12	10/30/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,350.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>-T-----</td><td></td><td></td><td></td><td>1</td><td>\$2,350.00</td><td>5.80</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		10/29/12	11/04/12	-T-----				1	\$2,350.00	5.80			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		10/29/12	11/04/12	-T-----				1	\$2,350.00	5.80																															
N 42	6	10/31/12	10/31/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,350.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>--W----</td><td></td><td></td><td></td><td>1</td><td>\$2,350.00</td><td>5.80</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		10/29/12	11/04/12	--W----				1	\$2,350.00	5.80			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		10/29/12	11/04/12	--W----				1	\$2,350.00	5.80																															
N 43	6	11/01/12	11/01/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,835.00																												
<table border="0"> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr> <tr> <td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>---T---</td><td></td><td></td><td></td><td>1</td><td>\$2,350.00</td><td>5.80</td><td colspan="3"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		10/29/12	11/04/12	---T---				1	\$2,350.00	5.80			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																															
Week:		10/29/12	11/04/12	---T---				1	\$2,350.00	5.80																															

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<b>Contract / Revision</b> 582762 /		<b>Alt Order #</b> 09838789
<b>Contract Dates</b> 10/30/12 - 11/05/12	<b>Product</b> American Crossroads	<b>Estimate #</b> 1142
<b>Advertiser</b> American Crossroads		<b>Original Date / Revision</b> 10/12/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>SpotChDate RangeDescriptionStart/End TimeWeekdaysLengthRateRtgType</div>													
1	6	10/29/12-11/04/12		M-F 9-930p	9p-930p	----Th-----	:30		\$2,350.00	5.80	NM		
See MG 43.2													
2	6	10/31/12-10/31/12		X Factor Wednesday	7p-9p	---W-----	:30		\$2,835.00	8.50	NM		
(M) MG for 24.1,43.1													
N 44	6	11/02/12	11/02/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,350.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12----F--1\$2,350.005.80</div>													
N 45	6	11/05/12	11/05/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,350.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 11/05/1211/11/12M-----1\$2,350.005.80</div>													
N 46	6	10/30/12	10/30/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12-T-----1\$2,300.006.00</div>													
N 47	6	10/31/12	10/31/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12--W----1\$2,300.006.00</div>													
N 48	6	11/01/12	11/01/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12---T---1\$2,300.006.00</div>													
N 49	6	11/02/12	11/02/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12----F--1\$2,300.006.00</div>													
N 50	6	11/05/12	11/05/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 11/05/1211/11/12M-----1\$2,300.006.00</div>													
N 51	6	10/30/12	10/30/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12-T-----1\$600.003.60</div>													
N 52	6	10/31/12	10/31/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12--W----1\$600.003.60</div>													
N 53	6	11/01/12	11/01/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12---T---1\$600.003.60</div>													
N 54	6	11/02/12	11/02/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12----F--1\$600.003.60</div>													
N 55	6	11/05/12	11/05/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 11/05/1211/11/12M-----1\$600.003.60</div>													
N 56	6	11/03/12	11/03/12	Sa 7a-8a	7a-8a		:30				NM	1	\$400.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12-----S-1\$400.002.40</div>													
N 57	6	11/04/12	11/04/12	GB Packers Football	various		:30				NM	1	\$50,000.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12-----S1\$50,000.0045.00</div>													
N 58	6	11/04/12	11/04/12	Su 530-6p News	530-6p		:30				NM	1	\$850.00
<div>Start DateEnd DateWeekdaysSpots/WeekRateRating</div> <div>Week: 10/29/1211/04/12-----S1\$850.0020.30</div>													

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**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<u>Contract / Revision</u>	<u>Alt Order #</u>
582762 /	09838789

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	American Crossroads	1142

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	10/12/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals	
												Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Totals										225.20		57	\$104,125.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	57	\$104,125.00	\$88,506.25
<b>Totals</b>	<b>57</b>	<b>\$104,125.00</b>	<b>\$88,506.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date</b>
------------------------------	-------------

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads  
 1401 New York Avenue Suite 1200  
 Washington, DC 20005  
 Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/26/12 Steph Mung  
Date Signature

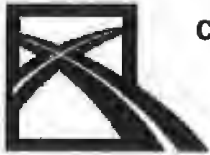
703-299-1760  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title

34190



**CROSSROADS MEDIA, LLC**  
**MEDIA ACCOUNT**  
 66 CANAL CENTER PLAZA  
 SUITE 500  
 ALEXANDRIA, VA 22314



VIRGINIA COMMERCE BANK  
 ALEXANDRIA,  
 VA

68-525/560

10/26/2012

PAY TO THE  
 ORDER OF

WITI-TV

\$ \*\*88,506.25

Eighty-Eight Thousand Five Hundred Six and 25/100

DOLLARS

WITI-TV  
 9001 North Green Bay Road  
 Milwaukee, WI 53209

*[Signature]*  
*[Signature]*  
 TWO SIGNATURES REQUIRED OVER \$10,000.00

MEMO

AmerCross WI Sen 10/31-11/5/12

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈034190⑈ ⑆056005253⑆

⑈2006 3288⑈

CROSSROADS MEDIA, LLC  
 MEDIA ACCOUNT

WITI-TV

AmerCross WI Sen 10/31-11/5/12

10/26/2012

88,506.25

34190

order 582762

Media Account

AmerCross WI Sen 10/31-11/5/12

88,506.25